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NEWS RELEASE

UNIVERSITY OF SAN DIEGO



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FOR IMMEDIATE RELEASE

"INCREASING PROFITS WITH TWIN PLANTS IN BAJA"

TOPIC OF USD UPDATE BUSINESS SEMINAR NOV. 6

"Increasing Profits with Twin Plants in Baja" will be the topic of the University of San Diego's sixth UPDATE breakfast seminar on November 6 from 7:30 to 9:00 a.m. at the Executive Hotel in downtown San Diego.

Registration is \$15 for the seminar led by Dr. Joan Anderson, USD assistant professor of economics. UPDATE is a series of eight seminars designed for persons in business.

The seminar, according to Dr. Anderson, "will be of special interest to people in business who use unskilled labor in part or all of their production process, for example, in electronics, apparel, metals, plastics and toymaking." Dr. Anderson will describe Baja California twin plants (maquiladoras) and discuss the rules, regulations and tariff concessions associated with them, as well as the process of how to start a twin plant or make use of an existing plant.

Anderson advises, "San Diego firms are in a prime position to take advantage of the lower labor costs associated with the use of twin plants in Baja California."

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"INCREASING PROFITS WITH TWIN PLANTS IN BAJA"

TOPIC OF USD UPDATE BUSINESS SEMINAR NOV. 6 2/2/2/2

Prior to joining the USD faculty in September, Dr. Anderson was an economics lecturer at San Diego State University and currently serves as senior economist for the California Border Area Resource Center, San Diego State University. She was the recipient of the Wall Street Journal Award "Outstanding Economics Student," San Diego State University, 1960, as well as the recipient of a Regional Employment Training Consortium grant for development of a Border Area Data Retrieval System.

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